



COUNTY OF SAN DIEGO
Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

CLASSIFIED

HEALTH INFORMATION SPECIALIST I
HEALTH INFORMATION SPECIALIST II

Class No. 004815
Class No. 004816

■ CLASSIFICATION PURPOSE

To plan, develop and coordinate public health information and materials on significant public health issues and services throughout the community; and to perform related work as required.

■ DISTINGUISHING CHARACTERISTICS

Health Information Specialists are found only in the Health and Human Services Agency (HHSA), with responsibility for developing materials, coordinating campaigns and advising community health agencies and professionals on health information activities and services throughout the community. This series is distinguished from the Public Information Specialist class series in that Health Information Specialists disseminate technical and specialized information regarding significant health issues to the public.

Health Information Specialist I:

This is the entry-level class in the series. Under immediate supervision, incumbents learn and assist higher-level Health Information Specialists with the production of health materials for public distribution. As experience is gained, incumbents complete more difficult reports and projects and work with progressively greater independence.

Health Information Specialist II:

This is the journey-level class in the series. Under general supervision, incumbents independently develop public health service programs and health information campaigns. This class differs from the next higher class, Supervising Health Information Specialist, in that the latter is a first level supervisor with responsibility for coordinating, organizing and evaluating the work of subordinates involved in County-wide public health information campaigns and multi-media projects.

■ FUNCTIONS

The examples of functions listed in the class specification are representative but not necessarily exhaustive or descriptive of any one position in the classes. Management is not precluded from assigning other related functions not listed herein if such duties are a logical assignment for the position.

Health Information Specialist I

Essential Functions:

1. Writes, coordinates and assists in the production of brochures, pamphlets, bulletins, and other printed materials related to public health information campaigns.
2. Writes news releases for dissemination to print and electronic media.
3. Consults with community groups, agencies, media and others on health related issues.
4. Responds to public inquiries related to health issues.
5. Prepares narrative and statistical reports.
6. Writes community awareness and public service announcements to increase awareness of health concerns and hazards.
7. Writes public health service announcements for radio and television stations.
8. Coordinates placement of health related printed materials in the community.
9. Provides responsive, high quality service to County employees, representatives of outside agencies and members of the public by providing accurate, complete and up-to-date information, in a courteous, efficient and timely manner.

Health Information Specialist II

Essential Functions:

All the functions listed above and

1. Writes special reports summarizing public health activities.
2. Coordinates the work of professional, clerical and audio-visual technical staff involved in the production and distribution of bulletins, brochures, leaflets and public service campaigns.
3. Develops and coordinates health information campaigns.
4. Advises community health professionals and agencies on health information activities and strategies.
5. Participates on Public Health Services committees in order to represent public health information needs.
6. Provides direction to less experienced public health information and support staff.
7. Supervises volunteers and students in field training.
8. Researches health topics using resources such as library, websites and community specialists that support health information development.
9. Researches and identifies audience for targeted health campaigns.
10. Uses community needs assessment information for program and material development.

■ KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Multi-media presentation/production methods and techniques.
- Capabilities and limitations of print and electronic media.
- Software applications related to the work performed.
- Available community health services and resources.
- Current issues or problems affecting public health education and information.
- Techniques for assessing health information needs.
- Telephone, office and online etiquette.
- County customer service objectives and strategies.

Health Information Specialist II (in addition to the above):

- County government procedures and operations.
- Community health services and resources.
- Health information processes and procedures.
- Public service campaign development methods and techniques.
- Radio and television procedures and operations.
- Leadership techniques and methodologies.

Skills and Abilities to:

The following apply to both classes:

- Develop, write, and coordinate layout and production of printed materials (brochures, pamphlets, bulletins).
- Develop and write news articles, feature articles and public service campaigns or announcements for dissemination to print and electronic media.
- Adapt writing style to different audiences and cultural groups.
- Research background material on health issues.
- Translate technical health information into language understandable to the general public.
- Communicate effectively, both orally and in writing.
- Work effectively with community groups and agencies in the development of health information materials.
- Write narrative and statistical reports.
- Establish effective working relationships with management, employees, employee representatives and the public representing diverse cultures and backgrounds.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations.

Health Information Specialist II (in addition to the above):

- Organize and coordinate health information programs.
- Develop public service campaigns.
- Plan and coordinate the production of radio and television programs on public health issues.
- Provide technical guidance to students, volunteers and subordinate staff.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. Examples of qualifying education/experience are:

Health Information Specialist I:

1. A bachelor's degree from an accredited university or college in journalism, English, public health or related discipline, AND, one (1) year of full-time experience in a public/community health program developing and writing printed materials and press releases for use in print and electronic media; OR,
2. A master's degree from an accredited university or college in journalism, English, public health or related discipline.

Health Information Specialist II:

1. One (1) year of experience as a Health Information Specialist I in the County of San Diego or in a public/community agency performing equivalent duties; OR,
2. A bachelor's degree from an accredited university or college in journalism, English, public health or related discipline, AND, two (2) years of full-time experience in a public/community health program developing and writing printed materials and press releases for use in print and electronic media; OR,
3. A master's degree from an accredited university or college in journalism, English, public health or related discipline, AND, one (1) of full-time experience in a public/community health program developing and writing printed materials and press releases for use in print and electronic media.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classifications. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Constant sitting. Frequent: bending of neck and repetitive use of hands. Occasional: walking, standing, kneeling, simple grasping, and lifting and carrying up to 25 pounds.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel. Employees in this class may be required to use their own vehicle.

Certification/Registration

None Required.

Working Conditions

Office environment; exposure to computer screens.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Probationary Period

Incumbents appointed to permanent positions in these classes shall serve a probationary period of 12 months (Civil Service Rule 4.2.5).

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